



*News From*

# **Maggie Brooks**

## *Monroe County Executive*

**For Immediate Release**

Thursday, April 12, 2007

### **BROOKS LAUNCHES PROM SAFETY CAMPAIGN**

Joined by students at Irondequoit High School, Monroe County Executive **Maggie Brooks** today launched the County's first-ever Prom Safety Campaign to help students make the right choices about alcohol and other drugs on prom night. The County Executive unveiled a new brochure for parents offering safety tips, information regarding teen drinking, and other common prom facts.

*"As parents, we not only need to be there for our children when they make decisions about dresses, tuxedos and limousines. We need to talk to them about all the choices they will face that night," said **Brooks**. "The prom should be a positive and memorable experience. With this brochure, we will arm our students with the information they need to make the right choices, as well as provide information to help parents open an important dialogue with their children."*

The brochure also includes a sample "prom pledge" that parents and their child can sign together. The brochures will be made available at high schools and libraries across the county, and will also be distributed by youth agencies.

In addition, parents and students can download the brochure from the County's website at [monroecounty.gov](http://monroecounty.gov).

The Prom Safety Campaign was first announced in Brooks' 2007 State of the County Address as one of five new youth initiatives planned for this year. This youth initiative is the second to be launched to date, preceded by the County's internet safety guide, which is also available on Monroe County's website.

###

**Media Inquiries, contact:**

Department of Communications at 753-1080